

Message Text

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PAGE 01 KINGST 06191 042055Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 AID-05 CIAE-00 FRB-03 INR-10
NSAE-00 ICA-11 TRSE-00 XMB-02 OPIC-03 SP-02
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FM AMEMBASSY KINGSTON
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STATE FOR DAS ARELLANO

E.O. 11652: NA
TAGS: EINV, JM
SUBJECT: FURTHER PRESS COVERAGE OF STATE/COMMERCE TEAM MISSION

REF: STATE 193196

1. BEGIN UNCLASSIFIED: PRESS COVERAGE VIEWED BY TEAM DURING THEIR VISIT TO JAMAICA HAS BEEN POUCHED TO INDIVIDUAL TEAM MEMBERS. SINCE TEAM'S DEPARTURE ONE NEWS ARTICLE WAS RELEASED BY TN GOJ AGENCY FOR PUBLIC INFORMATION (API) ON AUGUST 1, TEXT OF WHICH FOLLOWS IN PARA 2. API REPRESENTATIVE SAT IN ON FRIDAY AFTYERNOON (JULY 28) DEBRIEFING AT MINISTRY OF INDUSTRY AND COMMERCE. TEXT WAS CARRIED VERBATIM IN THREE

LOCAL PAPERS ON AUGUST 3: IN DAILY GLEANER ON PAGE TWO UNDER HEADING "ATMOSPHERE HERE CHALLENGING, SAYS U.S. MISSION HEAD; IN DAILY NEWS ON PAGE EIGHT UNDER HEADING, "US GROUP SEES GOOD PROSPECTS", AND IN THE STAR ON PAGE THREE UNDER HEADING, "CHALLENGING".

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PAGE 02 KINGST 06191 042055Z

2. BEGIN QUOTE:
THE U.S. ECONOMIC MISSION WHICH VISITED HERE LAST WEEK

HAS LEFT WITH AN "INVEST-IN-JAMACIA" RECOMMENDATION TO THEIR COLLEAGUES.
HEAD OF THE TEAM, MR. RICHARD ARELLANO, TOLD INDUSTRY AND COMMERCE MINISTRY DANNY WILLIAMS, PRIOR TO DEPARTURE

LAST SATURDAY (JULY 29); "THE ATMOSPHERE HERE IS CHALLENGING AND OPPORTUNITIES FOR INVESTMENT SURELY DO EXIST. THEREFORE, IF I WERE TO ADVISE ANYONE ON MY RETURN, ON WHETHER OR NOT TO INVEST IN JAMAICA, MY ANSWER WOULD CERTAINLY BE IN THE AFFIRMATIVE."
HE ASSURED THE MINISTER: "THAT IS THE VIEW OF MY COLLEAGUES AND THAT IS THE VIEW WE WILL BE TAKING BACK TO THE UNITED STATES WITH US."
THE TEAM, WHICH SPENT FOUR DAYS TOURING INDUSTRIAL COMPLEXES

AND HOLDING MEETINGS WITH LOCAL INDUSTRIALISTS FROM BOTH PUBLIC AND PRIVATE SECTORS, ALSO MET WITH REPRESENTATIVES OF U.S. FIRMS ESTABLISHED IN JAMAICA.
"NUMEROUS OPPORTUNITIES FOR INVESTMENT IN THIS COUNTRY HAVE BEEN SEEN TO EXIST", THE TEAM STRESSED, BUT ADDED THAT "UNCOMPLIMENTARY PRESS REPORTS ON JAMAICA WAS ONE OF THE PRIMARY FACTORS WHICH HAD ADVERSELY AFFECTED INVESTMENT BY INTERESTED AMERICAN BUSINESS INTERESTS."
HOWEVER, MR. ARELLANO PROMISED MINISTER WILLIAMS THAT AN ATTEMPT WOULD BE MADE BY THE MEMBERS OF HIS DELEGATION

TO PRESENT A "CLEARER PICTURE" ON PRESENT-DAY JAMAICA TO AMERICAN ENTREPRENEURS AND POTENTIAL INVESTORS UPON THEIR RETURN TO THE UNITED STATES.

"WE WILL CARRY THE MESSAGE BACK TO THE STATES AND IT
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PAGE 03 KINGST 06191 042055Z

WILL THEN BE UP TO AMERICAN BUSINESSMEN TO COME TO JAMAICA TO SEE WHERE AND HOW THEY CAN GET INVOLVED"
HE SAID. END QUOTE.END UNCLASSIFIED.

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3. COMMENT: THE API REPORTER DEMONSTRATED DISTORTED HEARING IN THIS ARTICLE'S OVERLY OPTIMISTIC AND ENTHUSIASTIC RENDERING OF THE INVESTMENT TEAM'S, AND ESPECIALLY DAS ARELLANO'S IMPRESSIONS OF JAMAICA. GIVEN THE EARLIER, MORE CAUTIOUS AND ACCURATE REPORTS OF THE MISSION'S PURPOSE AND ACTIVITIES, ESPECIALLY THOSE EMANATING FROM THE MINISTRY OF INDUSTRY AND COMMERCE, WE ASSUME THAT THIS ARTICLE IS AN ISOLATED EFFORT TO ADD GLOSS TO THE VISIT. EMBASSY WILL KEEP DEPARTMENT INFORMED OF ANY FURTHER COMMENTS OR ANALYSES CONCERNING THE MISSION OR INVESTMENT CLIMATE.
IRVING

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Message Attributes

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